

Examination of Effective Factors in Increasing the Internet Shopping of Iranian Companies Seyed Mahdi Moniri

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Abstract: E-commerce has been growing rapidly and is still expanding worldwide. More and more people are purchasing their products online and giving reviews and comments through the Internet. These reviews are valuable information if extracted and summarized properly. Using this information, users will be able to buy a product that suits their needs; suppliers will know what the customers' likes and dislikes and will be able to order their supplies accordingly [1]. This paper is considering the infrastructures, knowledge and performance of facilities for B2B internet marketing in Iranian firms that are looking for identification and the way of concentrating on goal market which is specified for Iranian firms, studying the way of developing the market situation, studding the way of developing the market situation for establishing and implementing direct strategies of Internet marketing, making shopping facilities and codifying continuum marketing educations and making B2B shopping procedures. In this paper, discord method is applicable. In this method, all the operations related to an actual research are considered but, since not common using of Internet shopping (online shopping) In B2B markets, the capacity of studied community is very small. Also, for more credibility of this study, we use both questionnaire and interview. In this study, some of the judicative patterns are for complex scientific enrich which utilized and some of them are effective in codifying the thematic literature. For gathering information, we used primary and secondary do to. In this research, statistic groups are some of the active Iranian firms in Internet shopping that sell their products online. In processing do to, we utilized descriptive statistics and for analyzing and interpreting information, the deducted statistics got utilized. We benefit about the effects of independent variables on research dependent variables from chi-square test which is one of parametric methods. We concluded by observing the extents, that Iranian firms haven't presented special process in Internet shopping and Internet marketing for B2B Internet shopping to be increased, is not presented, too.

Key words: Internet • Internet shopping • B2B • Iranian companies

INTRODUCTION

The term marketing has changed and evolved over a period of time. Today, marketing is more on providing continual benefits to the customer and these benefits need to be provided when transactional exchange takes place. The Chartered Institute of Marketing defined marketing as the management process that responsible for identifying, anticipating and satisfying customer requirements profitably. Marketing requires co-ordination planning, implementation of campaigns and a competent manager(s) with the appropriate skills to ensure success [2]. For marketers to effectively market and advertise their

products and services, they should consider about the behavior or nature for customers and supplier for resources. They should understand the customer's needs and respond to their demand using the relevant supply. By doing so, they can maintain their core competency by remaining connected with their customers or suppliers [2]. Traditionally, there are three main styles of organizational markets that primarily businesses are trading with B2B: industrial, resell and governmental. Analyzing the main organizational markets shows changes in extent of enterprise, commercial needs, investment and commerce potential. Since most of the organizations of every industrial markets initiate developing the web operations;

recently B2B markets were progressing promptly and commercial opportunities have been expended saliently [3]. In first stage, issues related to growth and emergence of electronic networks and information revolution concentrated resale markets. I face, by developing internet trade, information got more valuable and competitive so that some fortunes were made for commercial affairs. Evans and Wurster [4] explain the reasons for information importance in this way:

- Applying the traditional principle of business in electronic markets continued like the method of offline markets
- Strategic purposes like business units, chains of traditional exposition, customer relations, organizational structure and etc, are labeled to each other by glue and that glue is data. In governmental markets, “E-sourcing” systems are utilized by BBC [4]. E-markets are related to virtual markets like the Internet so that there is no direct contact between buyers and sellers. Internet has prepared an environment which has vital usages for businesses commerce. Speed of computer developing, network and internet technologies play the main role in swift developing of market and so developing of E-commerce. However, we should mention that e-commerce itself is not a new phenomenon, but also commercial exchanges by using Electronic data exchange (EDI) and special links for data among organizations is happened for multiple terms. Standard of communication and protocols, make a virtual commerce environment that each organization by a computer and access to the internet has the potential for commencing in world markets [5]. Because of different models in business, there are different E-markets emerged. The easiest way for classifying the E-markets by the user kind is in this way:
- Independent B2B E-market: are online platform is applied by a third person that is prepared (opened) for industry buyers and sellers. Members can access to division advertisements by registering in an independent E-market and request binding in a special industrial section.
- E-market based on buyer: sample of a portal which is established by some of the buyers for making an effective shopping environment. An organization as a distributor can utilize E-market based on buyer for advertisement.

- E-market based on distributor: this is established by some of distributors who are looking for making an effective channel for many of buyers through internet. This maker can usually be searched by presented goods and services. For example, agrelma (agrelma.com), gather, fruit, vegetables, olive oil, cheese producers and producers of other products. The main groups are sellers, producers, exporters and wholesalers that global portal but the center is Italy more than 3500 firms register in this portal. In addition to E-market, there are exchanges or other commercial centers, these are websites centers that have online commerce and according to size and extent of user firms and sort of commercial goods, it differs. Required facilities for B2B internet marketing. [7] Relation-based management of customer after selling
- Buyer-seller relation: relations on online environment increases and more firms are involved in commercial affairs and more standardization of communication platforms through internet technologies exist.

Buyers and sellers are going to communicate closely and work for access to the advantages of both sides by the Internet through coordination.

Electronic bill-some industries (e.g. phone, banking) are presenting services to many customers (B2B, B2C) and many exchanges replicate, e.g. gas bill is sent every three month. Producing the print of bills cost a lot. Therefore, there is high potential for decreasing bill costs through using E-bills and auto paying.

Online register-guarantees are important method for goods and services; moreover, guarantee plans help for keeping the customer and makes high benefits in special industries.

But, implementing such plans is expensive. Claims process against guarantees takes more energy and more time. Organizations can thrift in costs through online-registering and guarantee claims process.

- Online technical support-management based on relation in B2B markets is very important. In more technical industries, so much time is spent for involving with problems of new software package. Operation cost will be highly decreased, if systemic get established for recognizing E-problems Company is one of these companies.

Market Research:

- Test-can be effective in decreasing costs; material and post costs will be virtually decreased highly. Since no need for entering personal data, process costs will be decreased, again. It should be mentioned that some extra costs like examination and supporting of basic data, exist. Online test is more formal and faster than usual test and it can gather more samples.
- Online club groups-by directing electric club groups consist of geographically dispersed, businesses can lower data process costs and operative costs.

Participants

Knowledge Exchange:

- Participate in knowledge of developing new product-generally, cycles of product develop is getting shorter and time for marketing is getting faster. Required knowledge for successful implementation of developing new products projects places in different business sections like accounting, marketing and production. As a result, there is opportunity in order to apply internet for facilitating in-organizational knowledge exchange. Internet can be merge red in different stages of developing new products for collecting and transferring data in both inside and outside of organization such as customers, rivals and members of channel.

Knowledge exchange of online advertisement-ability for decreasing advertisement contents (e.g. art activity, audio and video files) and dividing it through online basic data is done in different sections of organization inside. They could have grand efficiency successes in Coca-Cola by making it available through internet. This work could help those ones who were developing new projects of marketing communication.

An online sale knowledge-data division of sale was a useless, inexact and time-consumer activity which was doubling the efforts. Whereas, now a day's doing this through internet management systems can omit extra cases and thrift the time.

Online service knowledge-internet can perform like a platform for increasing learning efficiency of organization inside through problem solving exchanges, like online centers for solving customer's problem. Internet addressing ability can be used for finding users and updating customer basic data that leads to many applies

in targeting and benefitting online direct operations [8]. Having the advantage of potential efficiency successes depends on the way of using and merging internet technology by an organization. Firms that have merged systems, have so many opportunities for efficiency successes operations to be done making effective relations with customer is important for organizations. Next section examines the important factors on internet technologies applying levels by an organization that determine the organization ability for online effective operations.

Testing of effective factors, we mention four of them which affect online marking planning, finally, effectiveness and efficiency of on organization.

Financial dimension-businesses are examining internet potential for presenting economical success [9] . Businesses are evaluating operation cost, operational budget rate of access, developing and time of presenting rate of online benefits on website. The result of analyzing financial variables basically effect online commerce of a business and present mutual services or invest in internet using for supporting operations Operational dimension. [10] For successful developing of line channel businesses need to have appropriate technological infrastructures and require assimilative exposition chain, technologically. Evaluations of operational variables in business not only affect developing sub-conditions but also affect conditions level of online services. Other factors which should be considered in operational dimension are: firm size, firm mature choosing firm's online opportunities.

Market dimension-understanding and knowing online market potential by a business, is seemed as an important indicator for level of online market's developing conditions. Businesses are looking for developing potential recognition of markets through evaluating efficacy to customer. Not with standing, researchers say that knowing customer experience in a commercial environment with multi-channels is crucial. If online channel actually develops, businesses should evaluate facility of channel using, comfort and security in order to develop realistic test of market potential. Understandings of online-market potential, market potential and market opportunities affect the view of businesses on the internet as a new virtual world [10].

Strategic dimension - [11] strategic theory and leadership are important for developing usage of Internet by businesses and web technologies. Not with standing this clear theory, there is need for supporting appropriate abilities such as technological specialty, suitable Internet marketing, technological, financial and operational

resources. Furthermore [12]. For business effective of Internet there is need to support commercial activities competitive, positioning develop and investment on opportunities by trading in virtual. [13]

Issue Statement: Since B2B has done erective actions in applying Internet technologies for simplifying external commerce opportunities expansion. In this case, utilizing E- sourcing systems, services and technology for conversion of main mechanism in order to provide opportunities by E- tender, E- bid and E- evaluation is considered since E- sourcing ensures open, simple and effective interaction with distributors and makes opportunities for more interacting of distributors through contract opportunities advertisement, it is very successful. Since technology systems provides bid surrenders in an Internet safe environment, consists of advantages for buyers and distributors. In addition, E- bids enables BBC to perform an obvious mechanism for distributors in order present appropriate suggestions [14]. Mutual commerce among organization inside and different kinds of organizational markets were severely effective for growth and developing of E- markets. When testing shopping in B2B markets, it should be remembered that there are some differences between B2B and B2C with usages for growing and developing of online markets. To Jabbers statement [6] there are a few customers in organizational markets that buy goods chiefly (majorly) and buyer organizations look for more values of customers.

Its usages are: firstly, by fewer buyers, distributors and customers existence gets more sensible and this situation can be a simple process for changing commerce and Internet communications. Secondly, buying criterions are different: obligatory buying and buying according to emotional motivations are rarely found in organizational buying condition that they are looking for being professional and use their technical and economical choosing criterion for informing about their decisions It means that efforts for marks upgrading is different from consumers marks and choosing the price is the result of more negotiations between buyer and seller.

Study Goals: This article is looking for testing infrastructures, knowledge and performance of B2B Internet marketing tools in Iranian firms: The goals are below:

- Identification and the way of concentration performance on special target market by Iranian firms

- Testing studying the way of developing market circumstance in B2B
- Establishing and performing direct strategies for B2B Internet marketing
- Making sale tools and codifying continuum educations for B2B marketing.
- Making B2B sale processes.

Study Hypothesis:

- Concentration strategy on target markets in B2B marketing for increasing Internet shopping is done by Iranian firms.
- Market situation developing strategy in B2B Internet marketing for increasing Internet shopping is done by Iranian firms.
- Strategy of direct marketing applying in B2B Internet marketing for enhancing Internet shopping is done Iranian firms.
- Making sale tools and codifying educations in B2B Internet marketing for increasing Internet sopping is done by Iranian firm.
- Making sale processes in B2B Internet marketing for increasing Internet sopping is done by Iranian firm.

Study Method: In this article, discovery method is applicable. In this method all the actions related to a real study are considered but since not common using of online buying in country's B2B markets, the capacity of studied community is very small. Also, toward more credibility of this study, we use both questionnaire and interview. In this study, some of the judicative patterns are for complex scientific enrich which is utilized and of them are effective in codifying the thematic literature.

Data Collection Method: In this method, we use two kinds of data called secondary and primary data. In secondary one, all the documents and clues, registered statistics and etc, books, articles, external and internal specialist magazines and reference to Internet sites are used. We used two techniques for collecting primary data at the same time, called questionnaire and interview so that accuracy of gained data gets accepted.

Statistical Group: In this research, statistical group is some of active Iranian firms in Internet marketing that sell their products online. These companies are choose un randomly, in judicative method and they are not more than 40 that these companies are presented in Tables 1 and 2 according to firm size and form type features.

Table 1: Firm size of studied firms

Firm size	Percent	Size
Small- less than 100	35%	14
Average- 10-50	15%	6
Big- 50- 150	37.5%	15
Very big- more than 150	12.5%	5
Sum	100%	40

Table 2: Type of studied firms

Firm type	Size	Percent
Commercial	11	27.5%
Productive	15	37.5%
Service	14	35%
Sum	40	100%

Table 3:

Hypothesis	Test			Result
	χ^2	d.f	(Asymp. Sig)	
The first hypothesis	20.5	9	0.015	Accepted
The second hypothesis	9.8	11	0.548	Rejection
The third hypothesis	13.9	13	0.381	Rejection
The fourth hypothesis	8.95	10	0.00	Accepted
The fifth hypothesis	13.3	12	0.348	Rejection

Method for Analyzing Data: We use descriptive statistic for data processing and we use deducted statistics for analyzing and interpreting of data- About testing variables in study and effect of in dependent variables on dependent variables, one of the parametric methods called chi- square test is used.

Conclusion and Suggestions

Type of Studies Firms

Testing of hypothesis 1:

H1: Concentration strategy on target market in B2B marketing for increasing Internet shopping is done by Iranian firms.

H0: Concentration strategy on target market in B2B marketing for increasing Internet shopping is not done by Iranian firms.

If you observe Table 3, according to Asymp sig= 0.015, we conclude that first hypothesis is meaning fully accepted five percent (%5). Otherwise, studied firms have used concentration strategy in order to increase Internet shopping.

Testing of Hypothesis 2:

H1: Market condition developing strategy in B2B Internet marketing for increasing Internet shopping is done by Iranian firms.

H0: Market condition developing strategy in B2B Internet marketing for increasing Internet shopping is not done by Iranian firms.

By observing Table 3, according to Asymp.sig=0.548, we conclude that second hypothesis is meaning fully not accepted 5 percent (%5). Otherwise, researcher hypothesis about using market condition developing strategy in B2B Internet marketing for increasing Internet shopping wasn't accepted.

Testing of Hypothesis 3:

H1: Strategy of direct marketing applying in B2B Internet marketing for increasing Internet shopping is done by Iranian firms.

H0: Strategy of direct marketing applying in B2B Internet marketing for increasing Internet shopping is not done by Iranian firms.

By observing Table 3 and according to Asymp.sig=0.381, we conclude that third hypothesis is meaning fully not accepted 5 percent. Otherwise, applying direct marketing strategy toward increasing Internet shopping in Iranian firms is not common and H0 hypothesis which is against researcher's hypothesis is accepted.

Testing of Hypothesis 4:

H1: Making sale tools and codifying continuum educations in B2B Internet marketing for increasing Internet shopping is done by Iranian firms.

H0: Making sale tools and codifying continuum educations in B2B Internet marketing for increasing Internet shopping is not done by Iranian firms.

By observing table 3, according to Asymp.sig=0.000, we conclude that fourth hypothesis is meaning fully not accepted 5 percent. Other fore, we understand that I Iranian firms use sole tools toward increasing Internet shopping and codify continuum educations for users and the hypothesis of first researcher's hypothesis is confirmed.

Testing of Hypothesis 5:

H1: Making sale process in B2B Internet marketing for increasing Internet shopping is done by Iranian firms.

H0: Making sale process in B2B Internet marketing for increasing Internet shopping is not done by Iranian firms.

By observing table 3 and according to Asymp. sig=0.348, we conclude that fifth hypothesis is meaning fully not accepted 5 percent (%5). Otherwise, it can be claimed that Iranian firms toward increasing B2B Internet shopping haven't presented important process for Internet sale and marketing and H0 hypothesis which is against researcher hypothesis is accepted.

Suggestions:

- Direct marketing as a communication tool with Internet buyers should be under order and underway by Iranian firms managers who use digital and Internet marketing to absorb their customers.
- E- sale process is implemented in Iranian firms which use Internet marketing tool by tools below:
- Knowledge exchange in level of sale unit and firm marketing which is equipped in cases like being shored in knowledge of new product develop, exchange of online advertisement knowledge, online sale knowledge and online services knowledge.
- Considered firms should follow four main dimensions which significantly affect online marketing planning, finally effectiveness and efficiency of firm Internet operations which are below:
 - Financial dimension
 - Operational dimension
 - Market dimension
 - Strategic dimension
- Positioning and making goal marketing strategy should be based on sort of goods buyers and rivals strategy should be considered, too. Therefore, possibly other strategies are substantial toward above goals that we can name goal marketing strategy as same difference.
- Online testing through market online research is essential and it can be replace for market traditional method also, it can decrease costs. In this method, post and material costs will virtually decrease.
- Toward online sale performance, we should apply and follow these points:
- Making relation- based system management after selling which consists of buyer- seller relations and making closer relation in online lap. Sending E-bills for buyers, registering requested products online, technical support of sold products online and immediate response to customer's suggestions and complaints.

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